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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

DATE CONSIDERED

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EXAMINER



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18 Stylesheet Version v18.0

> Title of Invention

Advertising Management System for Digital Video Streams

Application Number:

10/031268

Confirmation Number:

4098

First Named Applicant:

Charles Eldering

Attorney Docket Number: T708-13

Art Unit:

2611

Examiner: Search string: Reuben M Brown

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or 5774170 or 5889950 or 5864823 or 6006257

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or 6009410).pn.

Technology Center 2600

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
N	1	5861881	1999-01-09	FREEMAN			
	2 .	566.1516	1997-08-26	CARLES			
M	3	5424770	1995-06-13	SCHMELZER			,
N	4	5636346	1997-06-03	SAXE			
N	5	5774170	1998-06-30	HITE			
N	6	5889950	1999-03-30	KUZMA			
	7	5864823	1999-01-26	LEVITAN			
W	8	6006257	1999-12-21	SLEZAK			
5	9	6009410	1999-12-28	LEMOLE			

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ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18 Stylesheet Version v18.0

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Advertising Managemeth System for Digital Video Streams

Application Number:

10/031268

Confirmation Number:

4098

First Named Applicant:

Charles Eldering

Attorney Docket Number: T708-18

Art Unit:

2611

Examiner:

Reuben M Brown

Search string:

(5534944 or 5559549 or 5600364 or 5600366 or 5687095 or 5708664 or 5812790 or 5861919 or 5862140 or 5877812 or 5886731 or 5917830 or 5949948 or 5966120 or 6038000 or 6038256 or 6137834 or 6141358 or 6208688 or 6240103 or 6324519 or 6370199 or 6487721 or 6611624 or

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US Patent Documents

Technology Center 2600

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind Class Subclass
M	1	5534944	1996-07-01	EGAWA	
M	2	5559549	1996-09-01	HENDRICKS	
M	3	5600364	1997-02-01	HENDRICKS	
M	4	5600366	1997-02-01	SCHULMAN	
$ oldsymbol{ } $	5	5687095	1997-11-01	HASKELL	
N5	6	5708664	1998-01-01	BUDGE	
N	7	5812790	1998-09-22	RANDALL	
	8	5861919	1999-01-01	PERKINS	 .
N	9	5862140	1999-01-01	SHEN	
W	10	5877812	1999-03-01	KRAUSE	
W	11	5886731	1999-03-23	EBISAWA	
M	12	5917830	1999-06-29	CHEN	
17	13	5949948	1999-09-01	KRAUSE	
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	14	5966120	1999-10-01	ARAZI
	15	6038000	2000-03-01	HURST
	16	6038256	2000-03-01	LINZER
M	17	6137834	2000-10-01	WINE
	18	6141358	2000-10-01	HURST
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M	20	6240103	2001-05-01	SHOENBLUM
M	21	6324519	2001-11-01	ELDERING
N	22	6370199	2002-04-01	BOCK
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A	24	6611624	2003-08-01	ZHANG
	25	6615039	2003-09-02	ELDERING
X	26	6665872	2003-12-01	KRISHNAMURTHY
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Examiner Name	Date
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Substitute for form 1449/PTO

Sheet 1

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known						
Application Number	10/031,268					
Filing Date	20 APR 2000					
First Named Inventor	ELDERING					
Art Unit	2611					
Examiner Name	BROWN, REUBEN M					
Attorney Docket Number	T708-13					

			U. S. PATENT	DOCUMENTS	
Examiner Initials*	Cite No.1	Document Number Number-Kind Code ^{2 (f known)}	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
NVS	AA	^{US-} 10/049246	01-25-2002	HAMILTON	
NA	AB	^{US-} 09/553637	04-20-2000	ELDERING	
14	AC	US- 10/031142	11-09-2001	ELDERING	
145	AD	^{US-} 10/759620	01-16-2004	ELDERING	
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Examiner Cite No.1	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	-6	
		Country Code ³ Number ⁴ "Kind Code ⁵ (if known)	MM-DD-YYYY		Or Relevant Figures Appear	
MK	BA	CA 2303149	03-25-1999	KRAUSE et al		
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Examiner Signature

Date Considered Consider

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Filing Date INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Application Number 10/031,268 23 March 2002 First Named Inventor Eldering, Charles Art Unit **Examiner Name** Brown, Reuben M.

Complete if Known

(Use as many sheets as necessary)

Substitute for form 1449/PTO

Sheet 1

Attorney Docket Number T708-13

			U. S. PATENT	DOCUMENTS	
Examiner Initials*	Cite No.1	Document Number Number-Kind Code ^{2 (f known)}	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
1/1/2	AE	US- 4602279	07-22-1986	Freeman; Michael J.	
15	AF	^{US-} 5009319	04-23-1991	Jantzen; Ellen E.	
N	AG	US- 5231494	07-27-1993	Wachob; David E.	
1	AH	^{US-} 5446919	08-29-1995	Wilkins; Jeff K.	
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	AM	^{US-} 5758257	05-26-1998	Herz; Frederick	
	AN	US- 5761601	06-02-1998	Nemirofsky; Frank R.	
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Examiner Initials*	Cite No.1	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	
		Country Code ³ "Number ⁴ "Kind Code ³ (if known)	MM-DD-YYYY		Or Relevant Figures Appear	T [€]
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NS	BD	WO0014951	03-16-2000	HARVEY		
NS	BE	WO0033224	06-08-2000	YUEN		
14	BF	WO0054504	09-14-2000	GOLDMAN		
NA	BG	WO9712486	04-03-1997	SLEZAK		
NN	ВН	WO9717774	05-15-1997	PARK		

Examiner

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U.S. Parem and Trademark Office; U.S. DEPARTMENT OF COMMERCE U.S. Parem and Trademark Office; U.S. DEPARTMENT OF COMMERCE uder the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

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Sheet 2

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number 10/031,268

Filing Date 23 March 2002

First Named Inventor Eldering, Charles

Art Unit 2611

Examiner Name Brown, Reuben M.

Attorney Docket Number 17/08-13

	U. S. PATENT DOCUMENTS								
Examiner Initials*	Cite No.1	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant				
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1.15	AY	^{US-} 6088722	07-11-2000	Herz; Frederick					
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\Box	ADA	US- 6177931	01-23-2001	Alexander; Ronald					
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	AFA	^{US-} 6583825	06-24-2003	Yuen; Henry C.					
	AGA	^{US-} 5515098	05-07-1996	Carles; John B.					
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·	AIA	^{US-} 5612742	03-18-1997	Krause; Edward A.					
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	AKA	^{US-} 5859660	01-12-1999	Perkins; Michael G.					
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	AOA	^{US-} 6029045	02-22-2000	Picco; Martin R.					
V	APA	^{US-} 6181383	01-30-2001	Fox; Edward C.	·				

	FOREIGN PATENT DOCUMENTS								
	Cite No.1	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	\Box			
		Country Code ³ "Number ⁴ "Kind Code ³ (if known)	MM-DD-YYYY		Or Relevant Figures Appear	T⁵			
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NVS	BJ	WO9821877	05-22-1998	BEDARD					
1/2	ВК	WO9828906	07-02-1998	ROSSER					
NX	BL	WO9901984	01-14-1999	MAISSEL	_				
"VS	ВМ	WO9904561	01-28-1999	ALEXANDER					
TVS	BN	WO9952285	10-14-1999	HENDRICKS					

Examiner Signature Sun Date Considered (70 //01)

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T708-13

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Complete if Known Substitute for form 1449/PTO Application Number 10/031,268 Filing Date 23 March 2002 INFORMATION DISCLOSURE First Named Inventor Eldering, Charles STATEMENT BY APPLICANT Ārt Unit 2611 (Use as many sheets as necessary) Examiner Name Brown, Reuben M.

Attorney Docket Number

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Sheet 3

			U. S. PATEN	T DOCUMENTS	
Examiner Initials*	Cite No.1	Document Number Number-Kind Code ^{2 (# known)}	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
N3	AQA	^{US-} 10/031268	01-25-2002	Eldering, Charles	
N	ARA	^{US-} 6470079	10-22-2002	Benson; Lonnie John	
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Substitute for form 1449/PTO				Complete if Known		
, Sandaniana mana 14431-14				Application Number	10/031,268	
INF	ORMATION	I DIS	CLOSURE	Filing Date	23 March 2002	
STA	ATEMENT E	BY A	PPLICANT	First Named Inventor	Eldering, Charles	
	<i>a.</i>			Art Unit	2611	
	(Use as many she	961 3 63 N	ecessary;	Examiner Name	Brown, Reuben M.	
Sheet	4	of	4	Attorney Docket Number	T708-13	

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		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
NS	CG	CLARIA WEBSITE, www.CLARIA.COM; 02/08/2005; 9 pgs.	
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Examiner Signature	-	Date Considered 10/1/	US-

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